GATORADE HAS AN IDEA TO STOP LEBRON FROM CRAMPING

June 6, 2014 · 9:59AM

POSTED BY:
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ALL BALL NERVE CENTER — AS you probably know by now, last night **LeBron James** had a heckuva time dealing with cramps during the fourth quarter of Game 1 of the NBA finals. If you've ever dealt with cramps, you know they aren't a long-term issue, but they can absolutely render you completely unable to move, at least momentarily. This is what happened to LeBron last night, as he spent most of the fourth quarter either on the bench or in the locker room getting worked over, unable to play as the Spurs closed out the Heat.

As the situation was unfolding, several people took to Twitter to ask Gatorade why their product wasn't working. And as the Gatorade Twitter account pointed out, repeatedly, LeBron doesn't drink Gatorade — he's a Powerade endorser.

> @LazyBumDrew we were waiting on the sidelines, but he prefers to drink something else.— (@Gatorade) June 06, 2014

> @CarmichaelDave This is awkward….We don't sponsor him. #fail— (@Gatorade) June 06, 2014

> @ryanbkoo The person cramping wasn't our client. Our athletes can take the heat.— (@Gatorade) June 06, 2014

> @CarmichaelDave Better go stock up Lime Cucumber before Game 2. Can't cramp up if you want to tweet during it.— (@Gatorade) June 06, 2014

> @PrinceAmukamara You've always had good taste, Prince.— (@Gatorade) June 06, 2014

> @OfficiallyRandy Thanks, Randy. We've been hydrating all day. We never cramp.— (@Gatorade) June 06, 2014

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6 Comments

pissed
June 6, 2014 at 12:30 pm

Those idiotic cramps cost the miami heat game 1..
Hope lebron comes back stronger then ever, he had much more sucsess against the spurs in game 1 then last year..

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Who Cares

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June 6, 2014 at 1:05 pm

Right, cramps cost them the game, they got outplayed. I can just imagine the reaction of Mami heat fan when they fall to the Spurs.

Reply

Caleb
June 6, 2014 at 1:15 pm

It's very unfortunate, had LeBron played full 4th quarter, we might be looking a different scenario. I'm not telling that he was going to have a great scoring 4th and then win the game, but differently his difference. Hey, if he don't drink Gatorade, we can't blame them, it's like having a headache don't take medications, and them blame Tylenol >>

Reply

Victor
June 6, 2014 at 1:21 pm

That's why LeBron will never reach MJ'S greatness (and everybody knows that): stamina and mental toughness.

Reply

Caleb
June 6, 2014 at 1:28 pm

Who Cares
All fans have the same reaction when their team loose a game….I'm a Miami Heat fan and I can know Spurs have a better team this year and they had the best season because they are GOOD, however Mami demonstrated to be tough enough to deal with them. I was really disappointing to see a the Spurs playing like there is not tomorrow when Miami gave up because the had no chance in the last 2 minutes. I know must teams on NBA bring the bench just to finish the game.

Reply

Xavier
June 6, 2014 at 1:35 pm

I dnt understand why this league among others, put their players through so much scrutiny and take them on these emotional roller coasters year after year. When was just playin the sport not enough, now they doctor up all these drama filled stories. At their hand, I bet a nightmare will ensue for the loser of these finals.

Reply

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